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Commercial Analysis Report - Charlestown, R-42

In attempting to become more familiar with the nature of commercial activity in Charlestown it was thought best to deal with circumscribed areas of predominant retail use. As a result, not every square foot presently devoted to buying and selling activity is considered in the following analysis, but on the other hand, every square foot of retail use in acknowledged shopping clusters has been included. These clusters represent roughly 90% of all retail establishments in Charlestown.

The study areas are the City, Thompson Square, Sullivan Square, and a strip along Bunker Hill St. (See Map No. 1 for area delineation)

There is a total of 201,000 sq. ft. presently devoted to commercial use in the four study areas. This square foot. is shared by 142 separate outlets. Of the four shopping areas City Square contributes the greatest square footage in commercial space; it has almost double the space of its nearest local shopping competitor, Thompson Square.

Each of the shopping areas is weighted heavily with retail outlets, as opposed to service outlets, but the Bunker Hill linear stores edge out by a single percentage point, the Thompson Square shops having the highest proportion of consumer service outlets of any cluster in Charlestown. Although the largest vacant floor space figure appears at Thompson Square, Sullivan Square possesses the greater number of vacant store units. There is a total of 20,530 sq. ft. of vacant commercial space in the four study areas. (See chart No. 1)

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Sullivan Square appears to be, and in fact is, the most depressed shopping center in the CNRP. The construction of the vast highway inter-change at the square in 1952, presumably, was instrumental in the decline of the square as a shopping area. This road improvement virtually cut off the western most residential section of the CNRP from the rest of the community, including of course, isolating it from the shops which had before been so accessible.

City Square caters to a market larger than that of residential Charlestown. Many of the eating and drinking outlets in City Square, all of the uniform shops and some of the other shop category draw support from dollars outside the residential neighborhood. (See Chart No 3) The square footage figure was therefore adjusted, from 201,000 sq. ft. to 126,000 sq. ft. of floor space assumed to serve the immediate community. The remaining 75,000 sq. ft. either serves Navy personnel or persons normally passing through City or Sullivan Sq.

In order to determine whether there is an excess or deficiency in retail use in the CNRP the following procedure was followed:

1. Number of families X average annual family income=Total annual family income.
2. 69% X Total annual family income=Total expenditures for consumer goods by CNRP families
 - (a) 69% is the proportion of a \$6,000 annual income which a family spends on consumer goods according to Nelson.
3. Retail volume annual expectancies are compared with result #2 to see what percent of consumer potential is being captured within Charlestown and what percent is being spent elsewhere.



(a) The volume expectancies are arrived at by multiplying existing square footage in various types of consumer outlets by a dollar figure/square foot capacity set down by Nelson.

Assuming 5,500 families who have an average income of \$6,076, \$23 million can be spent annually on consumer goods and services by Charlestown residents. Only a third of this amount is presently being spent in Charlestown. See Chart No. 2 for a breakdown by type of store. Because of the community's proximity to downtown shops, and because some people will always spend some of their money away from their community, it would be unrealistic to aim at capturing more than 50% of the dollars which potentially are spent on consumer goods. Also implied is the type of retail use which could be expanded successfully in the community.

Food stores which presently are capturing less than a third of potential expenditures could be expanded by some 40,000 sq. ft. Other types of retail expansion based on a 20,000 person community by 1970 are more difficult to suggest for expansion. The drawing power of a new supermarket with parking facilities, however, would present a large market to other small retail outlets located adjacent to it.

For planning purposes, a rough estimate of needed new retail space for every additional 1,000 families follows:

Assumptions:

- 1) Charlestown's average family income by 1970 \$ 7,000
- 2) 67% of a total annual family income will be spent in retail outlets, amounting to 4,690,000
- 3) Charlestown can capture 50% of this money or 2,345,000
- 4) A square foot of new retail space does an average of \$100/year of business

Hence 23,450 sq. ft. of retail space can be supported by each additional 1,000 families in the GNRP.

Chart #1

Shopping Areas	Sullivan Sq.	City Sq.	Thompson Sq.	Bunker Hill Strip	Total
Total # occupied outlets	13	50	42	37	142
Total Sq. Ft. occ. outlets	15,110	100,119	55,799	30,157	201,185
Sq. Ft. retail outlets	12,642	87,449	40,909	21,711	162,681
Percent retail outlets	84%	87%	73%	72%	80%
Sq. Ft. service outlets	2,468	12,700	14,890	8,446	38,504
Percent service outlets	16%	13%	27%	28%	20%
Total # vacant outlets	10	5	4	3	22
Total sq. ft. vacant outlets	7,370	2,185	9,000	1,975	20,530

ources:

Sanborn Atlas
Type III BRA Survey

Chart No. 2 - Retail Analysis

1960 total personal* spending average family income	Personal spending expend. per person in C. (adjusted)	Existing sq. ft.	Net sales* volume per sq. ft. expect. (adjusted) (adjusted)	Annual sales** per annua sq. ft. needed over C.R.	Retail sq. ft. needed	Retail sq. ft. over C.R.
26.95	9,006,151	18,785	350	2,817,750	6,183,401	41,256
Eating & Drink	1.95	651,651	13,000	80	1,440,000	733,349
Apparel	7.13	2,382,703	12,000	60	720,000	1,662,703
Paint & Hdw.	1.10	367,593	4,216	45	189,720	177,878
Furn. & applia.	2.40	802,032	18,200	100	1,820,000	1,017,968
Auto pts & Acces.	33,418,000	.75	250,635	1,704	140	238,560
Drugs	2.32	775,298	7,631	50	381,550	393,748
Other stores	<u>6.03</u>	<u>2,015,105</u>	<u>17,000</u>	50	<u>850,000</u>	<u>1,165,105</u>
	<u>46.31</u>	<u>16,251,173</u>	<u>98,000</u>	Average 84/sq.ft.		<u>23,302</u>
						8,457,520

Gas station 4.40
Dept. store --- Not included in the 8.25
Auto dealers --- above calculations 7.00

* Source: R. L. Nelson, The Selection of Retail Locations, 1958

Chart No. 3 - Retail Analysis.

	# of Sullivan Sq. strs.	# of City Sq. strs.	# of Thompson Sq. strs.	# of sq. footage sq. ft.	Bunker Hill strs.	Total sq. ft.	Community sq. ft.
Food stores	1	600	6005	10	11300	18785	
Eating & Drk.	13	16325 (4000) 7	7410	4	2200	30246	18000*
Apparel	4	3754	4	2	4470	15399	12000**
Paint & Hdw.	1	1920	3	1	522	4216	
Furn & Appl	4	11650	3			18200	
Auto Pts & Acc	1	6050				7631	
Drugs	1	720	1			1704	
Wnds & Warch	3	4726	2			8401	
Other stores	2	1364	5			24424	
Total	12642	54744	6	39909	21711	122006	97536
Banking, R.E. Ins.	2	3800	3	7275	1	345	10420
Ldrs, chnrs, s.rep.	3	2450	3	2670	5	2828	8948
Barbers, Bty. sal. 2	6	2775	3	1820	4	1963	7276
Commerce, entert. 1	1750	1	1600				3350
Prof. off.	2	2600	2	750	1	800	4150
Gas stat. & Gar.	5	22875					22375
Misc. Services	3	2475	3	2575	3	2510	7560
Misc. Offices	3	6800	1	800			7600
Total	13	2468	59	45375	44	8446	72179
Grand Total:	15110		100119		55790	-30157	201185

* Adjusted to that which serves the residential community

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Summary Sheet

Average Family income - 1960	\$6,076
Median family income - 1960	5,500
Number of families - 1960	5,500
Total Retail Floor Space in 4 clusters	201,000 sq. ft.
" " " " " serving the residential comm.	126,000 sq. ft.
" " " " " serving more than residential comm.	75,000 sq. ft.
Existing square ft. in convenience type store	98,000 sq. ft.
Average net sales/sq. ft. presently in Charlestown	84 sq. ft.
Annual volume - expectancies based on existing sq. footage	8 million
Net percentage of family income that can be spent on consumer goods	69%
Charlestown residents now spending here and elsewhere on consumer goods	24 million
Being spent in Charlestown	1/3

Charlestown **B65R.C0**
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